Met Office Media gears up for convergent media opportunities

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The Met Office is aiming to attract convergent media clients by offering a range of multi-platform weather forecasts and information direct from its new studio at London's Millbank.

Met Office Media, the commercial media arm of the national weather forecaster, is now able to broadcast, or serve to any IP platform, live and packaged video weather content.

Increased awareness of climate change and extreme weather is causing people worldwide to take a greater interest in the weather, and the Met Office plays a key role globally on both issues: but weather works commercially too.

Sponsorship revenues are increasing in television, online and mobile media and weather sponsorship with its unique qualities of immediacy, broad appeal and adaptability makes it one of the most attractive media properties available.

With more media clients seeking to offer cross-platform sponsorship opportunities, the Met Office is gearing up to offer its weather video content onto any screen. Phil Johnston, Met Office Commercial Business Director, was eager to stress the benefit of working with the Met Office, saying: "We believe the reputation of Met Office will reap significant rewards for our clients from sponsors and more than justify the investment of making us their weather services partner".

Speaking about the new venture Paul Mills, Head of Media Business said: "We are excited at the opportunities that this move will bring. Video is hugely powerful as a communications medium and our clients' customers will now be able to access the weather, not only on TV, but wherever there is a screen".

Notes to Editors:

- Existing Met Office Media Unit broadcast clients include BBC, ITV, C4, BSkyB, STV and Ulster TV, while ITN uses Met Office weather content on its services delivered on MobiTV.

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